

# SYSTEM AND METHOD FOR DELIVERY OF SHORT-TIME DURATION VIDEO SEGMENTS

## ABSTRACT OF THE DISCLOSURE

A system and method for efficient delivery of video segments. One  
5 embodiment relates to the delivery of short-time duration video segments. The video  
segments may be delivered as part of a media-rich interactive program guide (IPG) or for  
some other application.

The system and method provides a viewer with access to a video segment  
starting at its beginning (or any other selectable point within the video segment). Such access  
10 may be provided using a server-centric interactive technique. The server-centric technique  
may involve use of a demand-cast system and method. Demand-cast messaging may occur  
between a session manager, transport stream generator, and terminal. For example, a video  
object on a screen may be activated by a viewer using a remote control for a terminal.  
Activation of the object may cause transmission of a request from the terminal to a session  
15 manager for a video segment corresponding to the object. In response to the request, the  
session manager may initiate a process to accomplish delivery of the video segment from a  
transport stream generator to the terminal.

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